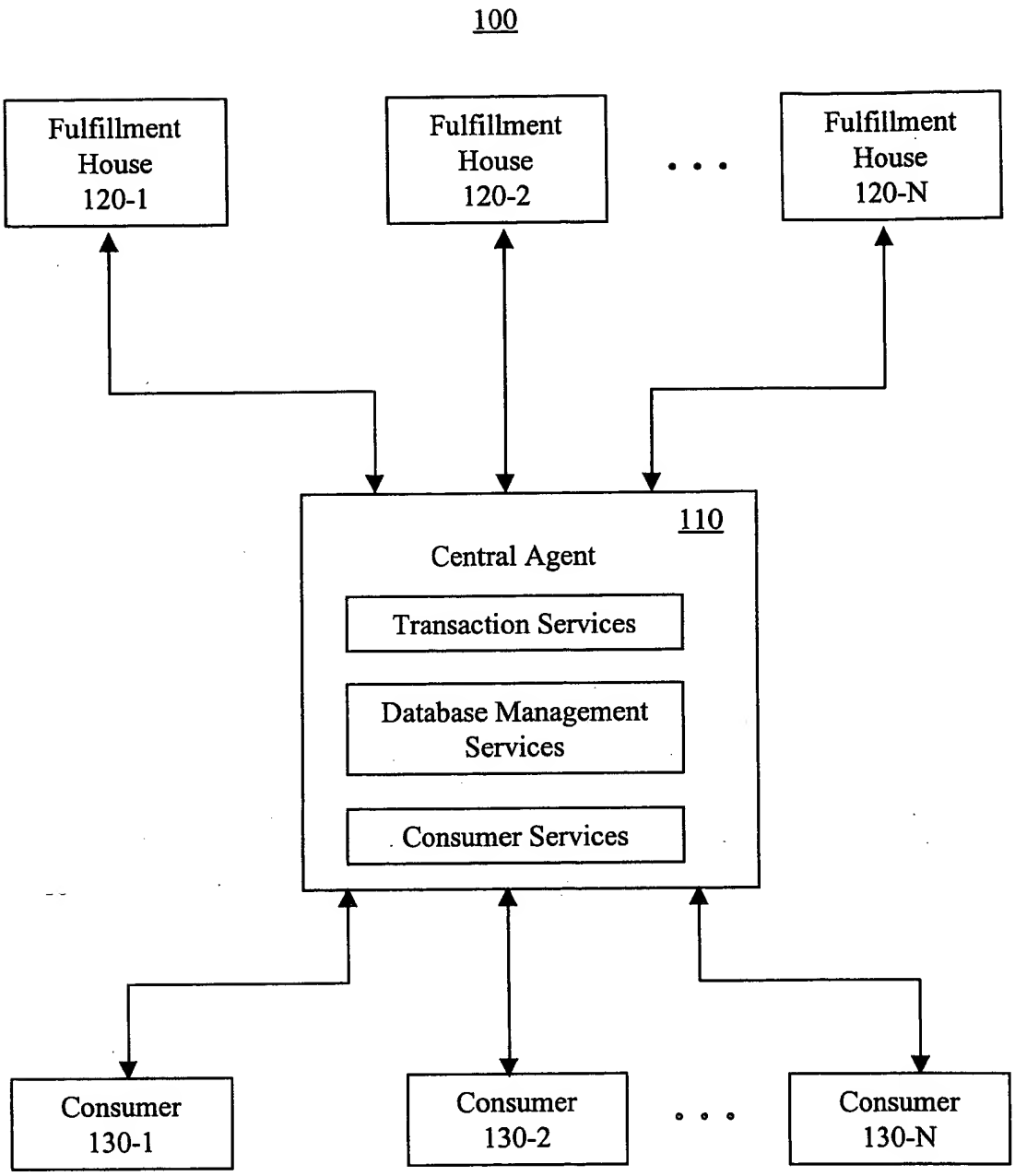

100
Fulfillment House 120-1
Fulfillment House 120-2
Fulfillment House 120-N
110
Central Agent
Transaction Services
Database Management Services
Consumer Services
Consumer 130-1
Consumer 130-2
Consumer 130-N

Fig. 1

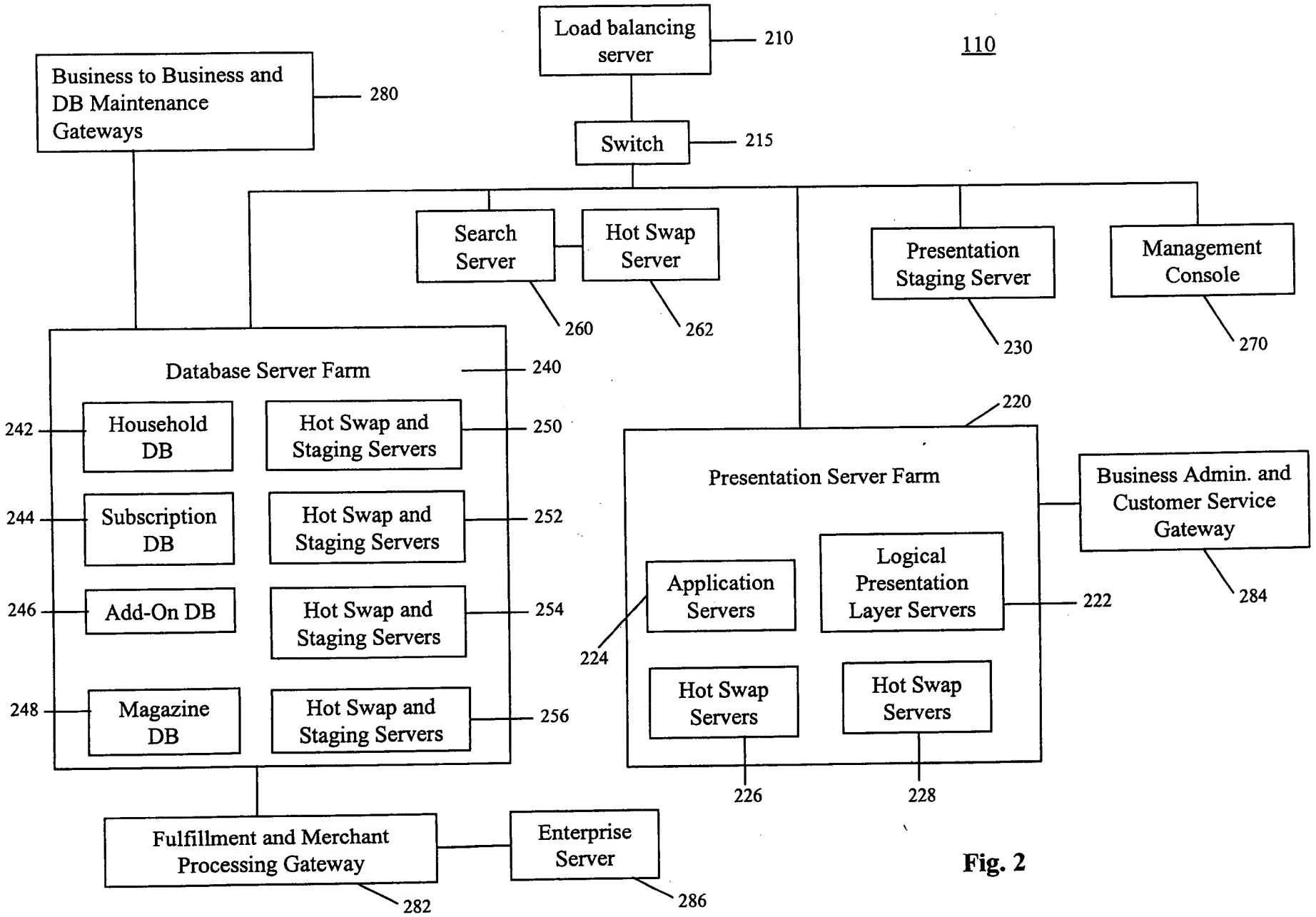

Load balancing server
210
110
Business to Business and DB Maintenance Gateways
280
Switch
215
Search Server
Hot Swap Server
260
262
Presentation Staging Server
230
Management Console
270
Database Server Farm
240
220
242
Household DB
Hot Swap and Staging Servers
250
Presentation Server Farm
Business Admin. and Customer Service Gateway
284
244
Subscription DB
Hot Swap and Staging Servers
252
Logical Presentation Layer Servers
222
Application Servers
224
246
Add-On DB
Hot Swap and Staging Servers
254
Hot Swap Servers
Hot Swap Servers
226
228
248
Magazine DB
Hot Swap and Staging Servers
256
Fulfillment and Merchant Processing Gateway
282
Enterprise Server
286

Fig. 2

HOUSEHOLD DATABASE

FIG. 3a

Household ID	Household ID	Household ID
0000 0001	0000 0002	0000 0003

. . .

Credit Card No. (1)	Credit Card No. (2)
1234 5678 9012 3456	6543 2109 8765 4321

Consumer (1)	Consumer (2)
Sandra Smith 123 Main Street Apt. 2D Brooklyn, NY 11111	Dick Smith 123 Main Street Apt. 2D Brooklyn, NY 11111

Patent Pending

SUBSCRIPTION DATABASE

FIG. 3b

Subscription No.	Household ID	Link	Consumer Name	Consumer Address	Magazine ID	Current Amount	Future Amount	Expiration Date	Channel Of Sale	Origination Date
0000 0001	0000 0001	yes	Sandra Smith	123 Main St. Apt. 2D Brooklyn, NY	TIM 247	36	36	10/08/99	TCS	10/08/98
ABEF 0016	0000 0001	no	Dick Smith	123 Main St. Apt. 2D Brooklyn, NY	PCM 125	12	12	10/02/00	CDS	10/02/95
FFFF FFFF	0000 0001	yes	Sandra Smith	123 Main St. Apt. 2D Brooklyn, NY	SPI 126	24	24	04/15/00	Centrobe	04/15/99

ADD-ON DATABASE

FIG. 3c

Add-On No.	Household ID	Consumer Name	Consumer Address	Magazine ID	Expiration Date
0000 0001	0000 0001	Sandra Smith	123 Main St. Apt. 2D Brooklyn, NY	MHM 123	10/31/00

MAGAZINE DATABASE
FIG. 3d

Publisher (1)	Fulfillment House (1)	Publisher (2)	Fulfillment House (2)
Time, Inc. 5 Park Ave NY, NY	TCS	Ziff-Davis, Inc. 1234 6th Ave NY, NY	CDS

Magazine ID (1)	Magazine Title (1)	Magazine ID (2)	Magazine Title (2)	Magazine ID (3)	Magazine Title (3)
TIM 247	Time	TIM 357	Time	SPI 126	Sports Illustrated

Term	Half Basic Rate
12	20

Fig. 4a

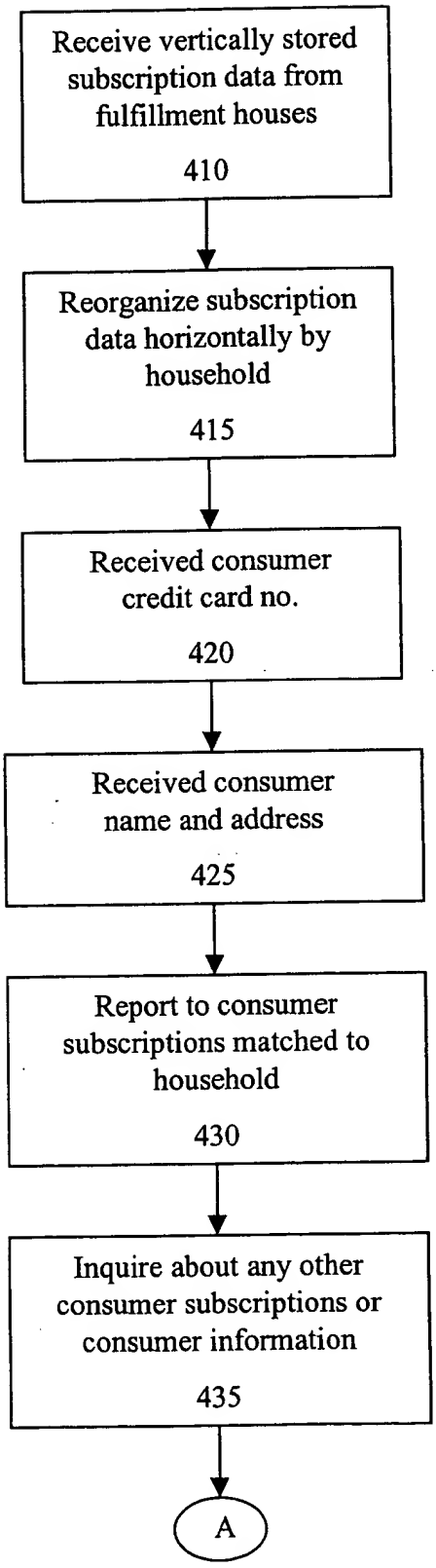

Receive vertically stored subscription data from fulfillment houses
410
Reorganize subscription data horizontally by household
415
Received consumer credit card no.
420
Received consumer name and address
425
Report to consumer subscriptions matched to household
430
Inquire about any other consumer subscriptions or consumer information
435
A

Fig. 4b

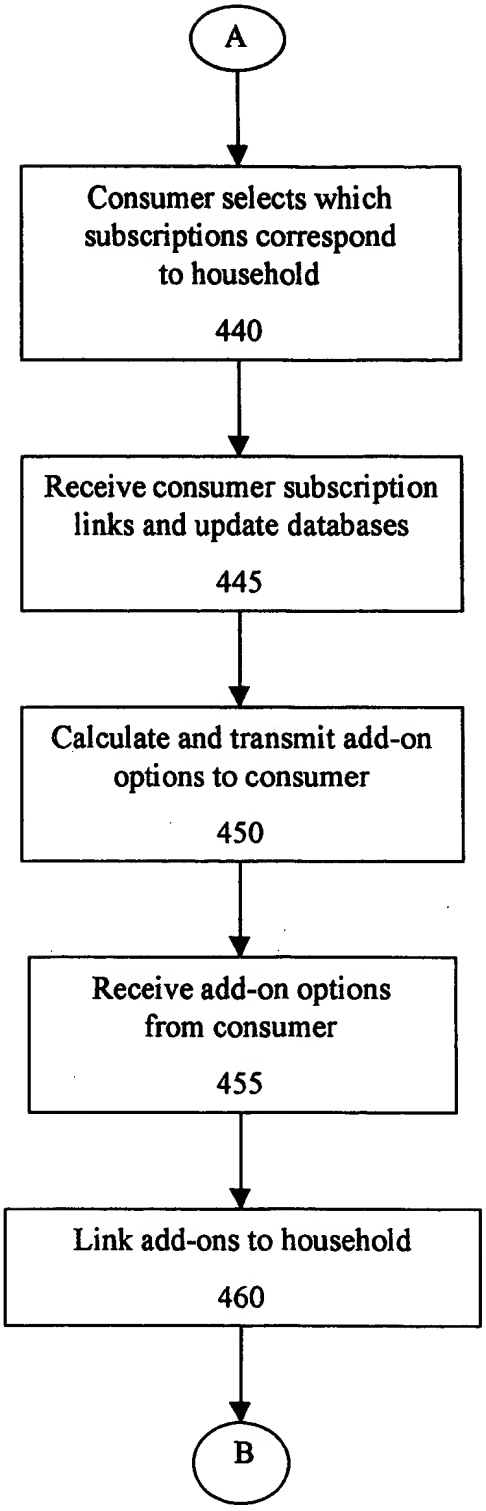

A
Consumer selects which subscriptions correspond to household
440
Receive consumer subscription links and update databases
445
Calculate and transmit add-on options to consumer
450
Receive add-on options from consumer
455
Link add-ons to household
460
B

Fig. 4c

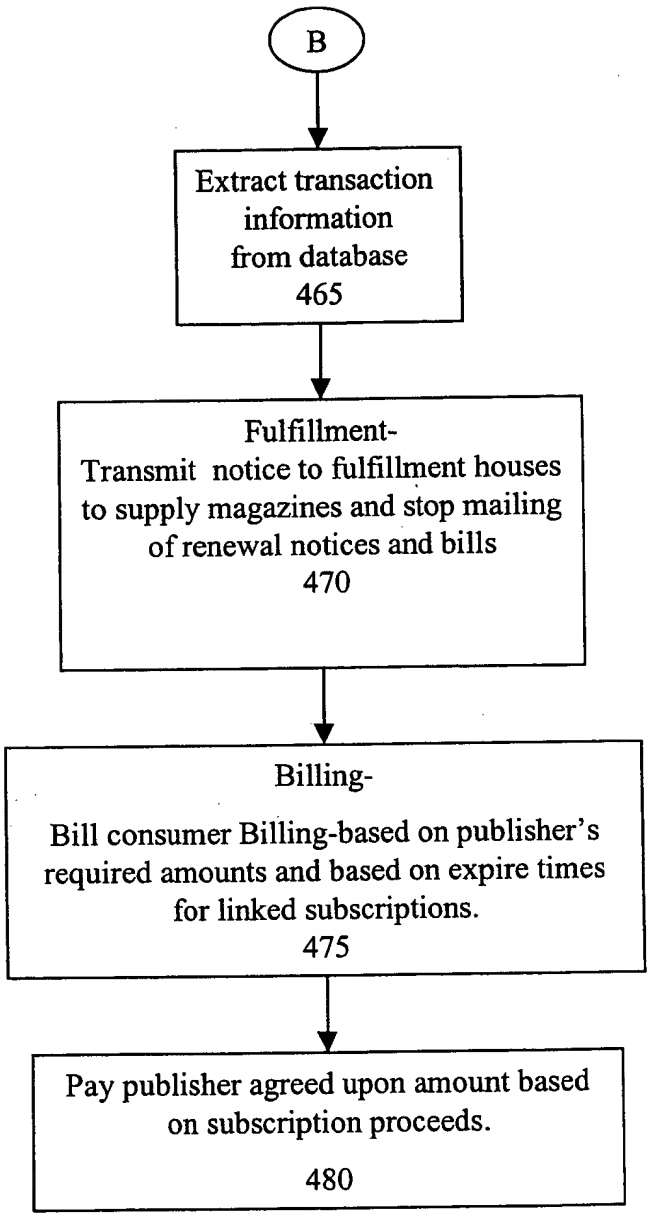

B
Extract transaction information from database
465
Fulfillment-
Transmit notice to fulfillment houses to supply magazines and stop mailing of renewal notices and bills
470
Billing-
Bill consumer Billing-based on publisher's required amounts and based on expire times for linked subscriptions.
475
Pay publisher agreed upon amount based on subscription proceeds.
480

Fig. 5

Reorganize Subscription Data By Household

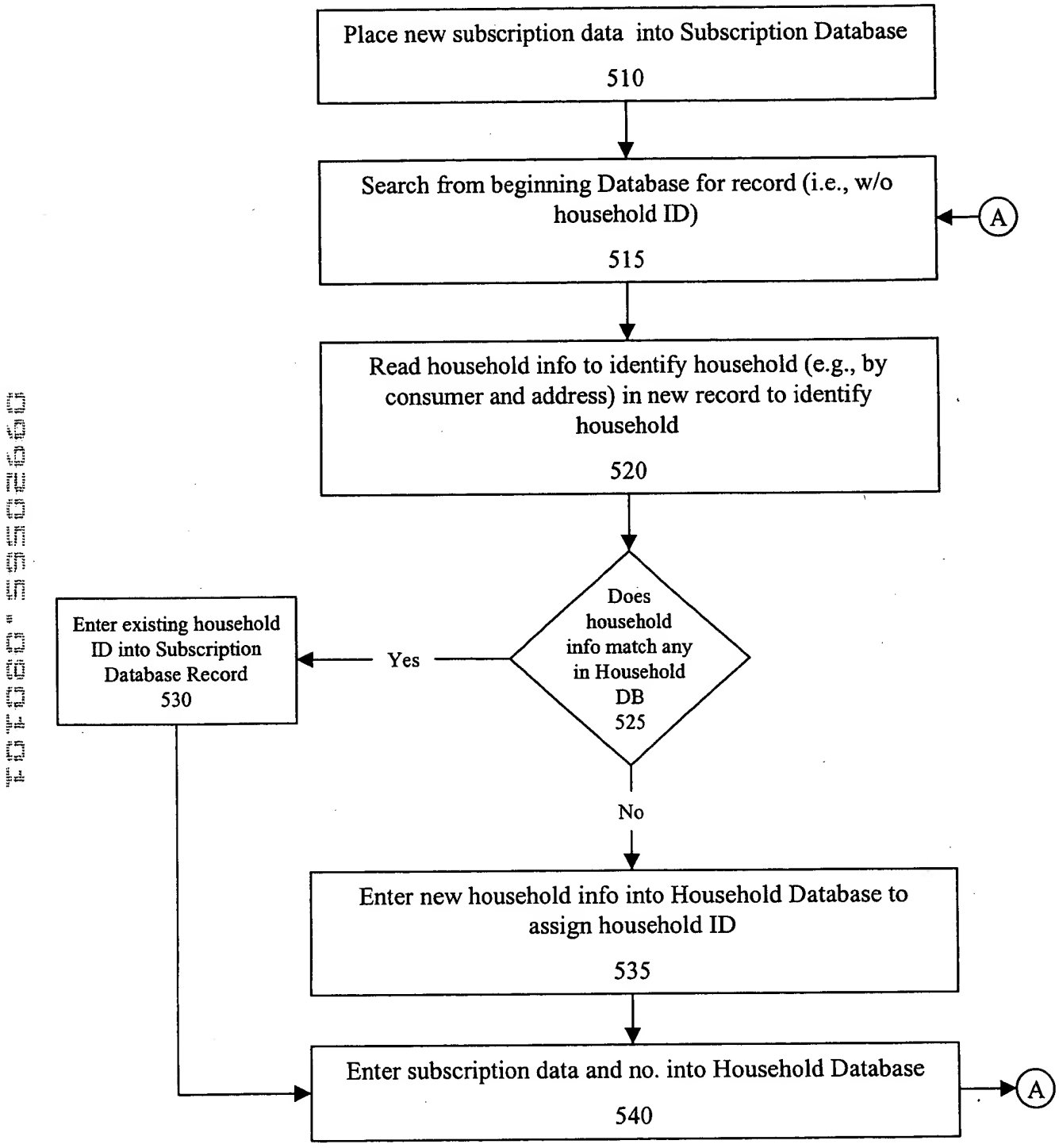


Fig. 6a

Allow consumer to link subscriptions

Calculate and transmit add-on options to consumer

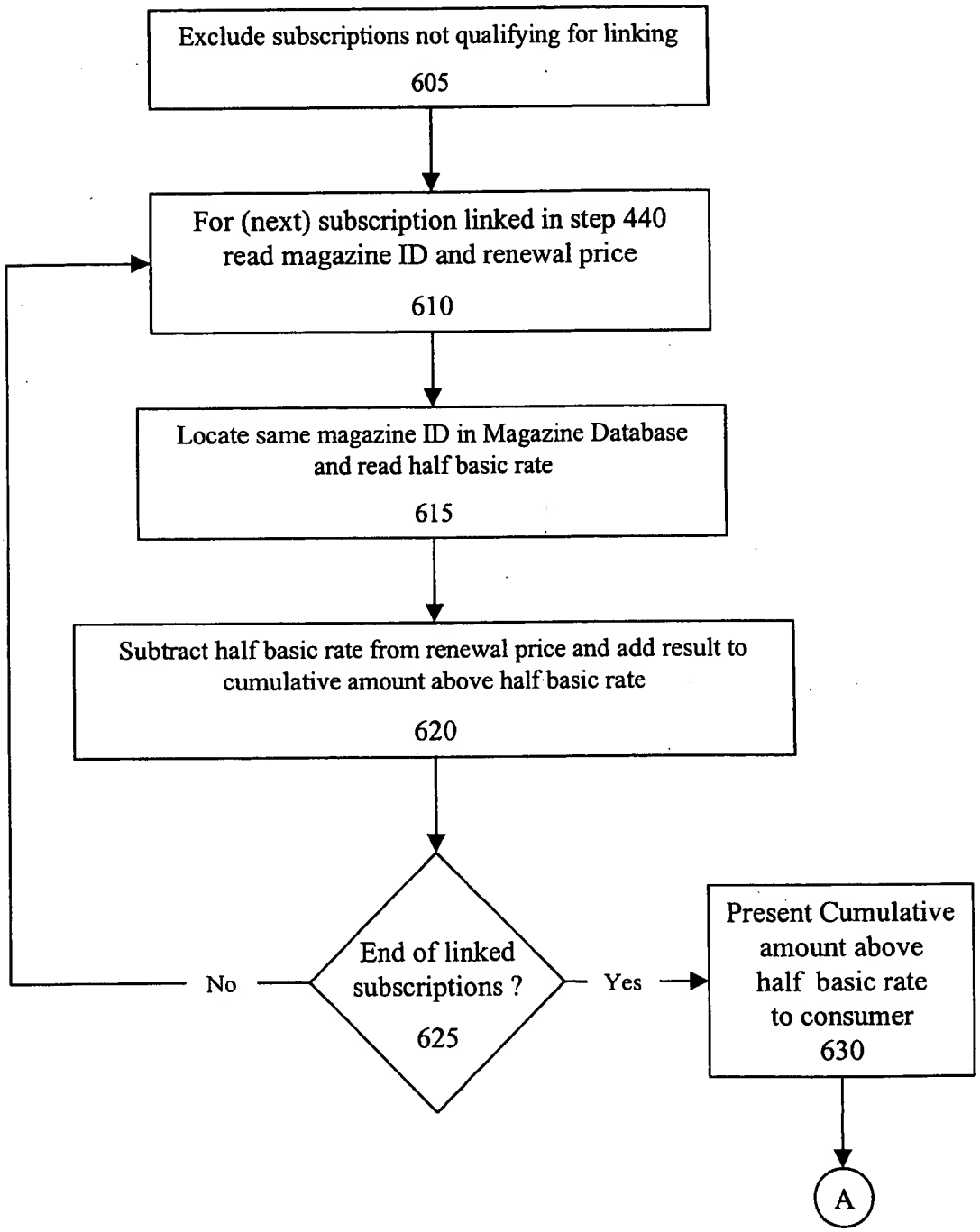


Fig. 6b

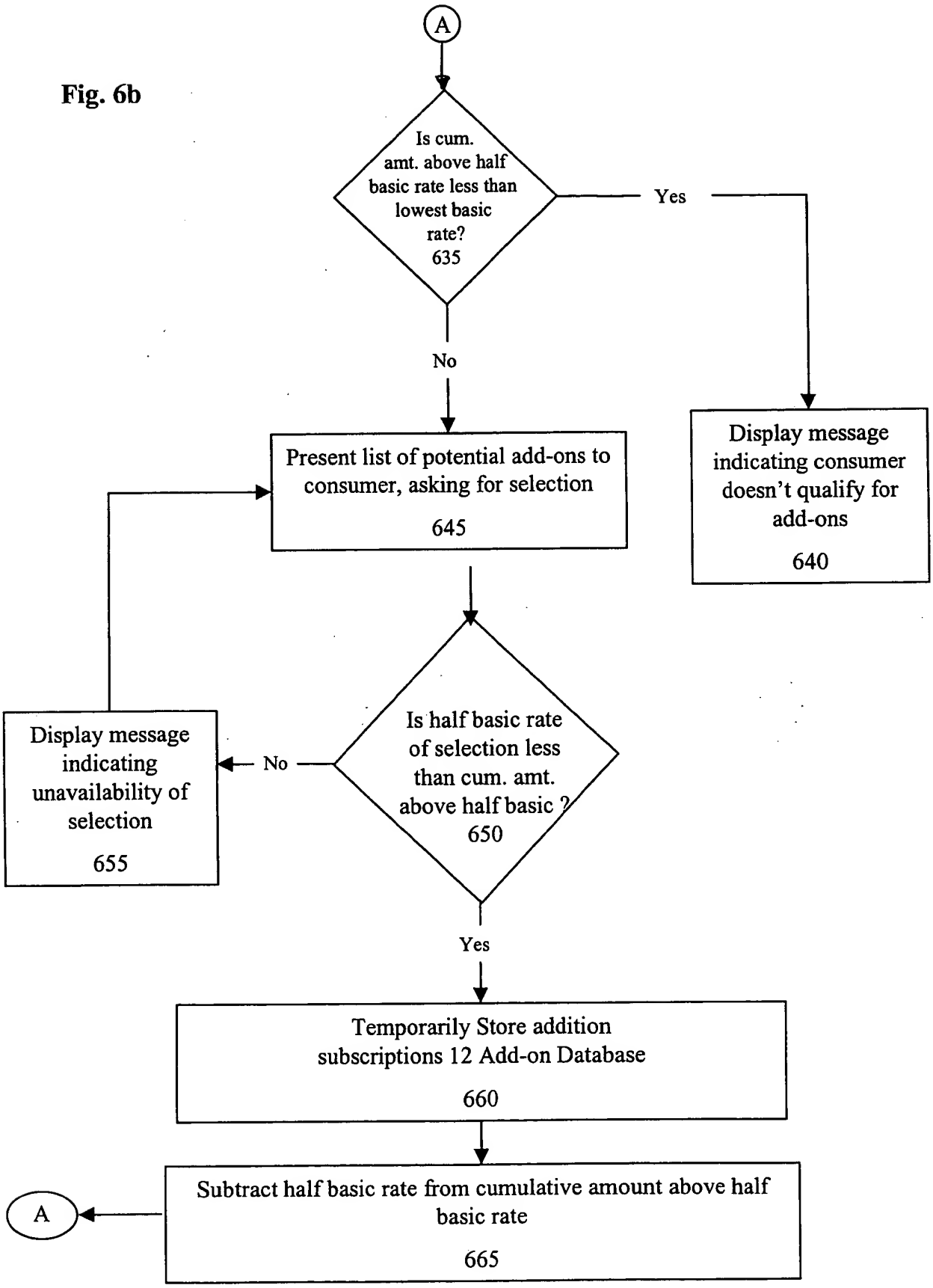
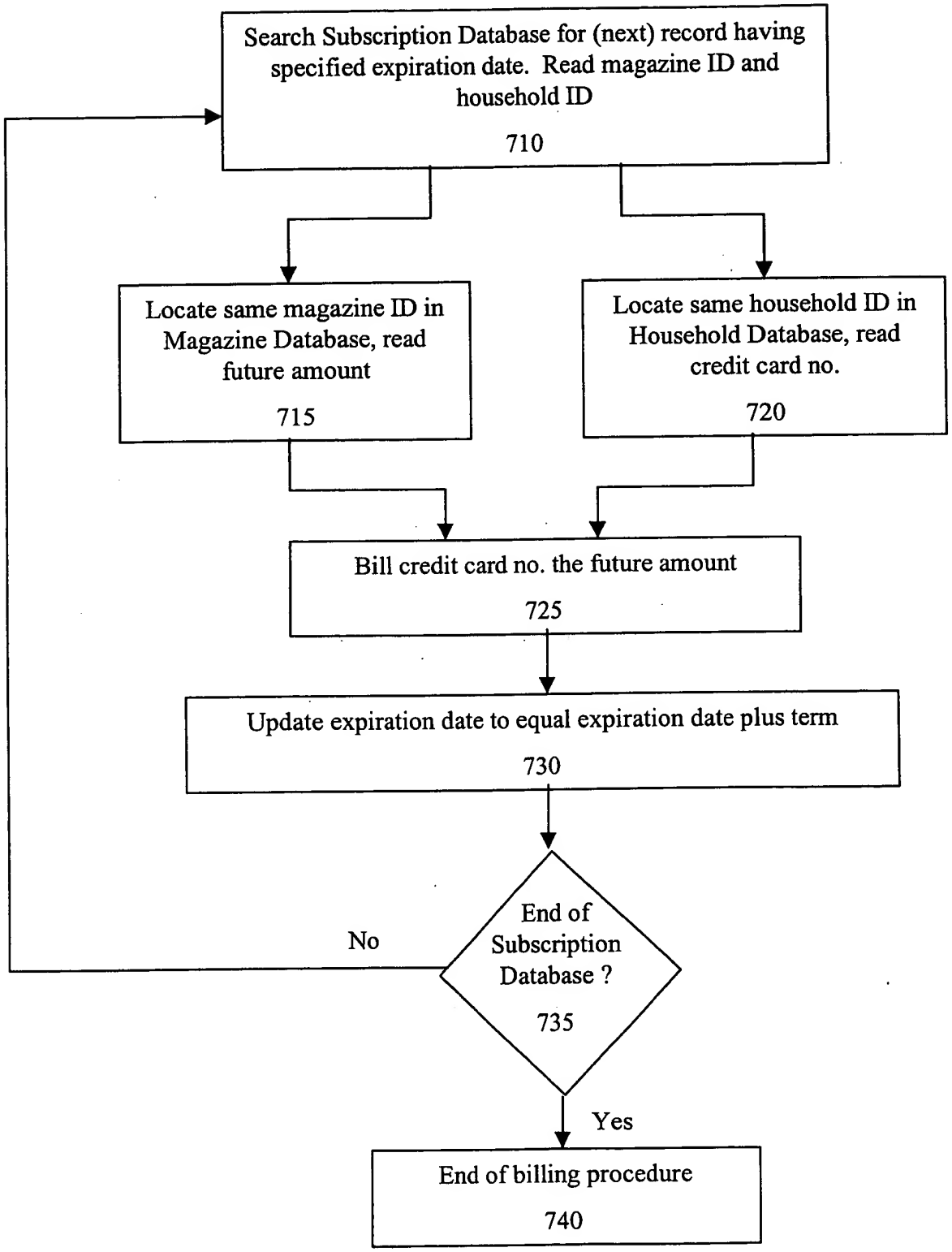

A
Is cum. amt. above half basic rate less than lowest basic rate? 635
Yes
No
Display message indicating consumer doesn't qualify for add-ons 640
Present list of potential add-ons to consumer, asking for selection 645
Is half basic rate of selection less than cum. amt. above half basic ? 650
No
Display message indicating unavailability of selection 655
Yes
Temporarily Store addition subscriptions 12 Add-on Database 660
Subtract half basic rate from cumulative amount above half basic rate 665
A

Fig. 7

Bill Consumer and Process Credit Card



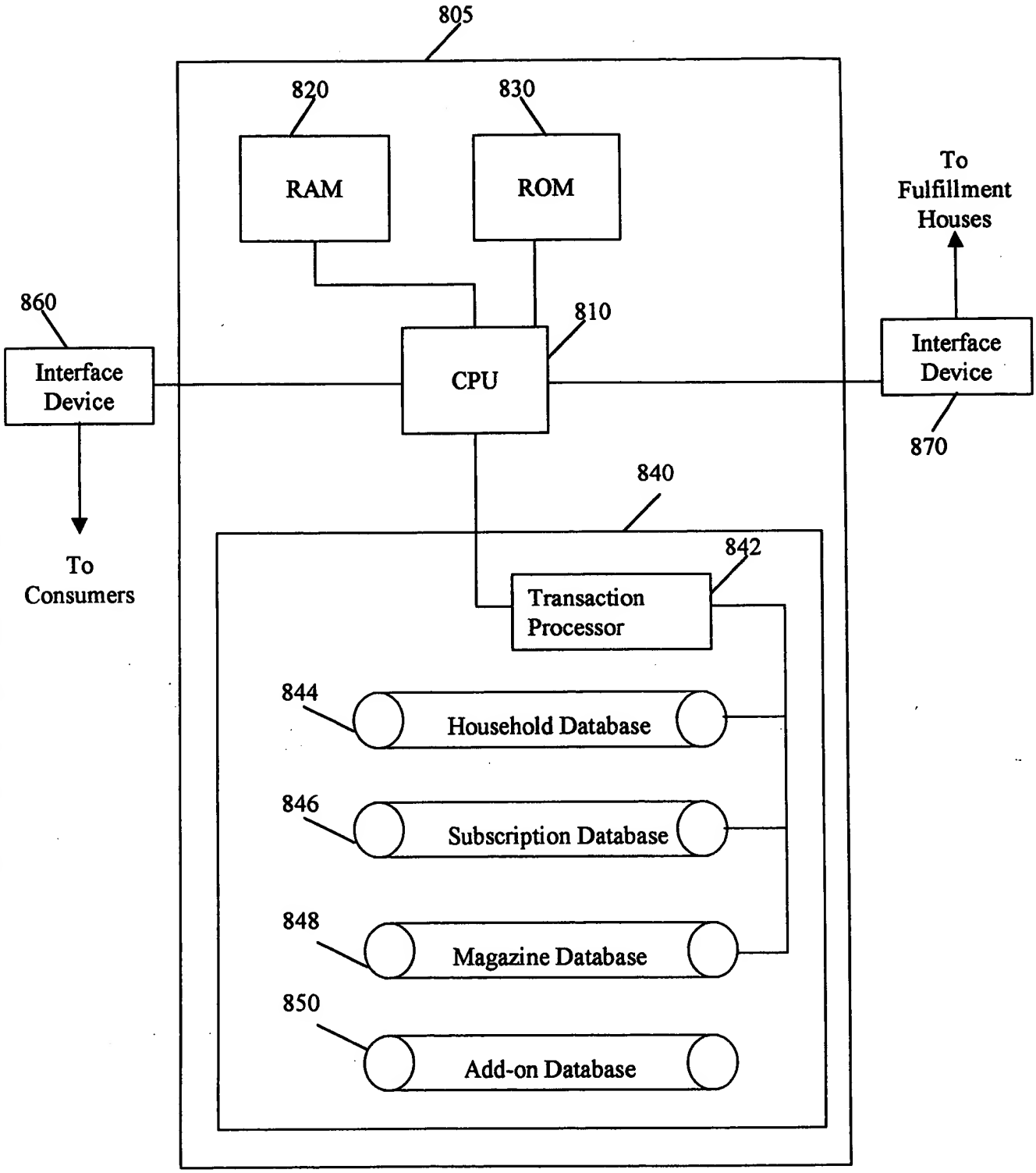

805
820
830
RAM
ROM
To
Fulfillment
Houses
860
810
Interface
Device
CPU
Interface
Device
870
840
842
To
Consumers
Transaction
Processor
844
Household Database
846
Subscription Database
848
Magazine Database
850
Add-on Database

Fig. 8